IN THE CLAIMS:

The present listing of claims replaces any and all prior listings, and reflects the current status of all claims in the application.

1 – 5   cancelled.

6. (currently amended) A method for automatically selecting at least one element of a ~~plurality~~ set of content items for presentation to a user through a device, comprising the steps of:

determining a current context of said device, wherein said context has at least one dimension;

automatically determining a relevancy value for each element of said set ~~plurality~~ of content items with respect to said current context;

automatically generating a probability value for ~~selecting~~ each element of said set of ~~plurality of~~ content items from said relevancy values;

probabilistically selecting at least one of said plurality of content items in accordance with each item's probability value; and,

presenting said at least one selected content item to said user through said device.

7. (previously presented) The method of claim 6, wherein said presenting step comprises display of at least one selected content item.

8. (previously presented) The method of claim 6, wherein said presenting step comprises playing said at least one selected content item.

9. (previously presented) The method of claim 6, wherein said presenting step comprises playback of said at least one content item.

10. (currently amended) The method of claim 6, wherein said step of determining said relevancy value comprises the steps of:

~~determining a current context in accordance with a set of one or more dimensions of context;~~

comparing said current context <u>of said device</u> with at least one contextual sensitivity for each <u>element</u> of said <u>set</u> ~~plurality~~ of content items, wherein said contextual sensitivity includes values for one or more dimensions of context; and

combining the results of each of said comparisons to generate a relevancy value.

11. (currently amended) The method of claim 10, wherein said dimensions of context include one or more of the following:

time;

location;

proximity;

recently selected content history;

media associations;

genre associations;

activity associations;

emotional associations;

property associations;

personal interests such as likes and dislikes inferred from the characteristics of content item ratings.

12. (currently amended) The method of claim 11, wherein personal interests are derived from a user's rating history.

13. (currently amended)   The method of claim 6, wherein generating said probability value comprises the step of:

mapping said relevancy value to an ~~un-normalized~~ <u>unadjusted</u> probability value.

14. (previously presented)   The method of claim 13, wherein said mapping step comprises a non-linear mapping.

15. (currently amended)   The method of claim 13, further comprising the step of:

~~normalizing~~ <u>adjusting</u> said ~~un-normalized~~ <u>unadjusted</u> probability value to generate an adjusted probability value.

16. (currently amended)   The method of claim 15, wherein <u>said adjusting</u> ~~normalizing~~ step comprises suppressing the ~~un-normalized~~ <u>unadjusted</u> probability values of content items having similar, ~~un-normalized~~ <u>unadjusted</u> probability values to generate the adjusted probability value.

17. (previously presented) The method of claim 6, wherein the content items comprise at least one of the following:

       advertisements or coupons;

       music or audio;

       video programs;

       images; and

       textual messages.

18. (currently amended) The method of claim 6, wherein said step of probabilistically selecting comprises the steps of:

       summing the probability values of said ~~plurality~~ <u>elements of said set</u> of content items;

       segmenting ~~the~~ <u>a</u> range from zero to said sum into consecutive ranges, the number of said ranges being equal to the number of content items, each range having a ~~length~~ <u>span</u> equal to the probability value of a corresponding content item;

       generating a random number value in the range of zero to said sum; and

       selecting the content item corresponding to the range containing said random value.

19 (new) The method of claim 6, wherein said context of said device comprises the location of said device on the Earth.

20. (new) The method of Claim 6, wherein said context of said device comprises a time of day applicable to said device.

21. (new) The method of Claim 6, wherein said context of said device comprises a measurement of proximity to one or more selected locations.

22. (new) The method of claim 14, wherein said non-linear mapping is defined by the equation:

Unadjusted Probability Value = e ** (A x (Relevancy Value) + B)

wherein A is a scale value and B is an offset value.

23. (new) The method of claim 16, wherein said adjusted probability value is generated by the relations:

Adjusted Value(k) = Unadjusted Value(k) / Correction(k)

Correction(k) = Sum{j = 1 to n} (1 / (1 +

$$(\text{Unadjusted Value}(k) - \text{Unadjusted Value}(j))^4))$$

wherein Unadjusted Value(k) is the unadjusted probability for item "k", "n" is the number of said content items, and "j" is an index of iteration of unadjusted values.